

Andreea Florea becomes Partner within BrandTailors



Andreea Florea
Partner, Brand Strategy Coordinator



Beatrice Daniş
Managing Partner

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BrandTailors – strategic brand consulting and design firm – appoints Andreea Florea to Partner within the company’s shareholding structure.

Andreea Florea – Brand Strategy Coordinator – is BrandTailors’ new partner, owner of a 10% share of the company’s assets. The ascent follows BrandTailors management’s decision to open up partnerships with the company’s current heads of internal departments in order to ensure the firm’s indisputable role on the Romanian branding market.

“ In the spring of 2009, I realized that Andreea is an exceptional person holding a remarkable professional potential. My desire has been that of helping her grow into a valued consultant ever since and I now strongly believe that I have achieved my goal, proof that Andreea currently coordinates BrandTailors’ entire brand strategy activity. Her co-option among the company’s shareholders was decided upon at the end of 2010 and is part of my plan to ensure a successor to the company’s lead. To me, Andreea is both my partner and BrandTailors’ future. ”

Beatrice Daniş
Managing Partner

Andreea Florea’s participation to the company’s ownership is also a key requisite to the maintenance and increase of BrandTailors’ ascending trajectory and is founded upon the remarkable capacity of the Strategy

Department she has been, officially, in charge of ever since 2011 to deliver noteworthy results for the entire Romanian branding industry.

“ From the first day of my having joined BrandTailors, I assumed full responsibility of the company. Accepting this partnership is now a definite challenge: since this is my business too, then it must have the same “shelf impact” that the programs I build for BrandTailors’ clients have on the market, which ensure the brands’ distinctiveness. This partnership means a horizontal evolution, professionally speaking, namely that of being taken off a mere employee’s position and turned into a leader that engages the company on a vertical track. It’s an exceptional filter for the entire decision-making process. ”

Andreea Florea
Partner, Brand Strategy
Coordinator

Andreea Florea holds a degree in “International Relations and European Studies” and one in “Communication and Public Relations” from the University of Bucharest. She joined the BrandTailors team in 2009, where she held a Brand Consultant’s position until 2011 when she was promoted at the lead of the company’s Strategy Department for having conceived, developed and successfully conducted the implementation of ample brand consultancy projects for BrandTailors’ clients. Over the last two years, Andreea Florea has been the signatory of major rebranding and brand activation projects for Rarăul (Albalact), Peak and Igienol (Interstar Chim), Star (Pepsico) and many more.

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There are some words that mean everything to us, BrandTailors professionals: strategy, vision, methodology and effectiveness. These words have guided our steps over the last eight years, whilst we have completed over 100 projects and changed the paradigm for over 50 product and service categories. This is what sets us apart, BrandTailors, the first brand strategy consulting and design firm in Romania that applies and promotes a strategic approach as basis for the branding process.

Our professional approach has enabled us to gain an outstanding client portfolio. The list has grown year after year and looking back we are proud to have partnered with reputable companies such as The Coca-Cola Company, GlaxoSmithKline, Intersnak, Pepsico, Lactalis, Tetra Pak, Albalact, Scandia Food, Caroli Foods, Kandia, Azuga Waters, Titan, Interstar Chim, Țiriac Holdings, Intact Media Group, Smarttree or Petrom, to have revitalized famous brands such as Kandia, Măgura, ROM, Silvana, Zuzu, Fulga, Rarăul, Lăptic LaDorna, Perla Covasnei, Eurovita, Peak, Antena 1, UTV, Europa FM, Radio 21, BCR Open România, Class Living, Ambassador or Igienol and created ground breaking brands, namely Azuga Apa de Izvor, HapiHap, Grania, Generis, Kand’Or, Vibe FM, Naturalmente, Yammix, Phill or Delicina.

As true explorers, we have always believed that our role within Romanian branding industry is to redefine its boundaries by stepping off the beaten track and charting out new territories. Looking back now, we pride ourselves with being the pioneers that separated product and services branding operation in order to set unparalleled effectiveness standards. To this respect, in 2009 we took a step ahead the pack and established Community BrandTailors, the first Romanian digital branding consultancy. Early last year, we re-launched our website following a novel on-line communication strategy based exclusively on social networks.

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